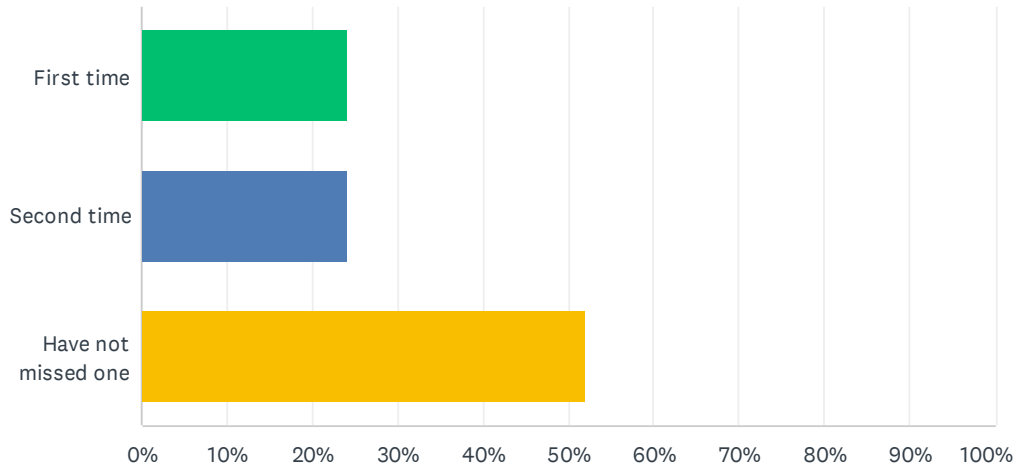


Q1 Have you attended past Miracle on Main Street events or is this your first one?

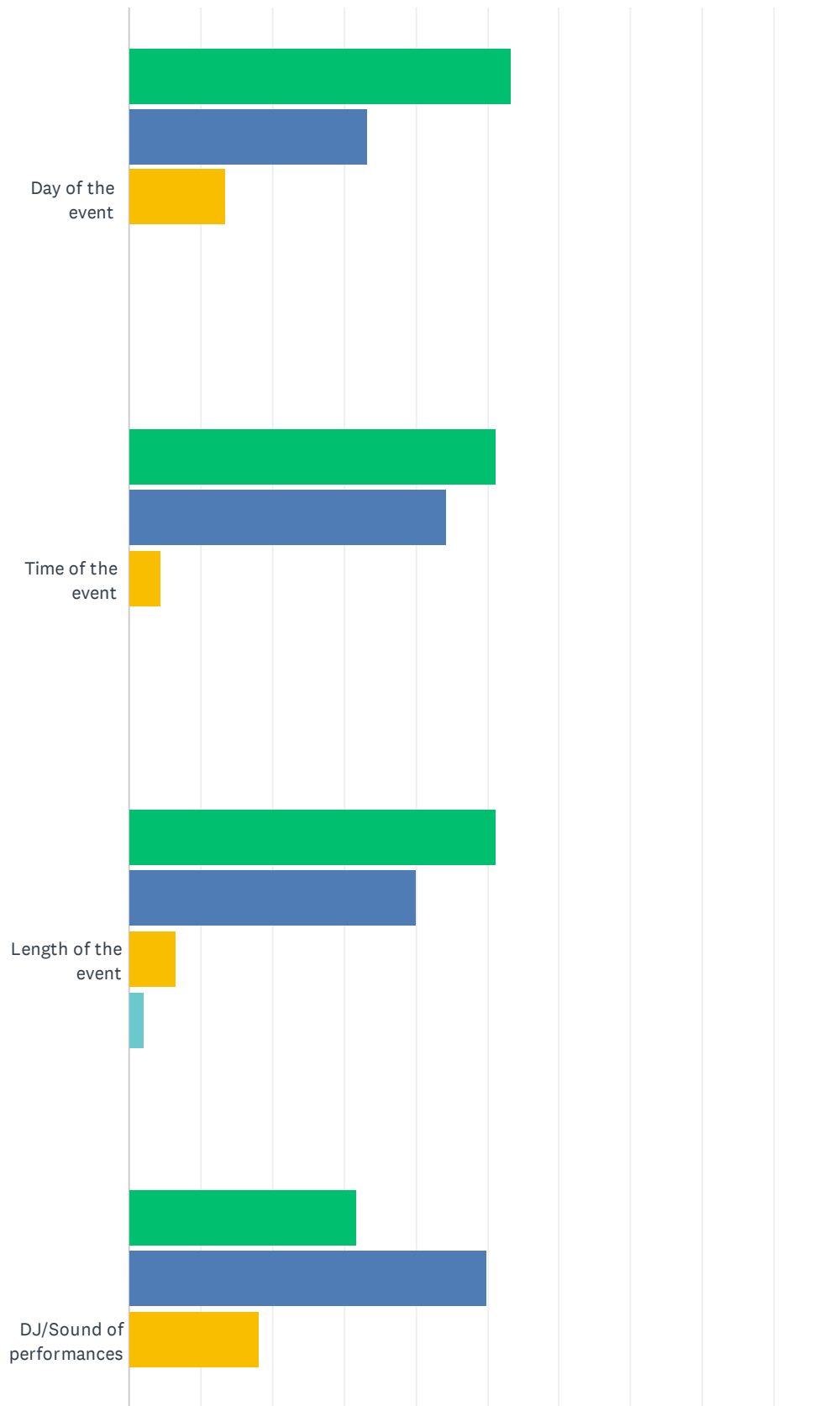
Answered: 50 Skipped: 0



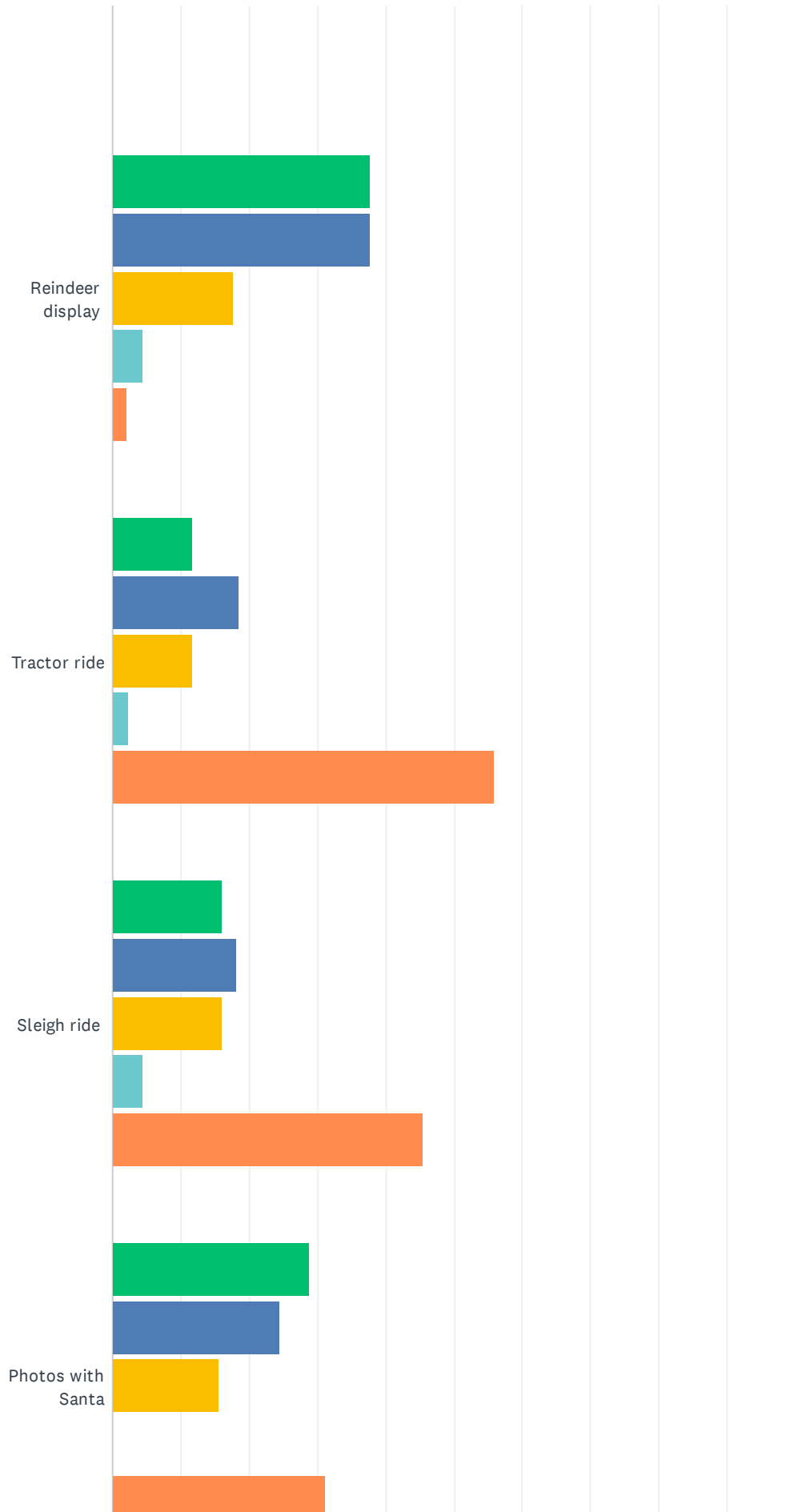
ANSWER CHOICES	RESPONSES	
First time	24.00%	12
Second time	24.00%	12
Have not missed one	52.00%	26
TOTAL		50

Q2 Please rate this year's Miracle on Main Street event on the following:

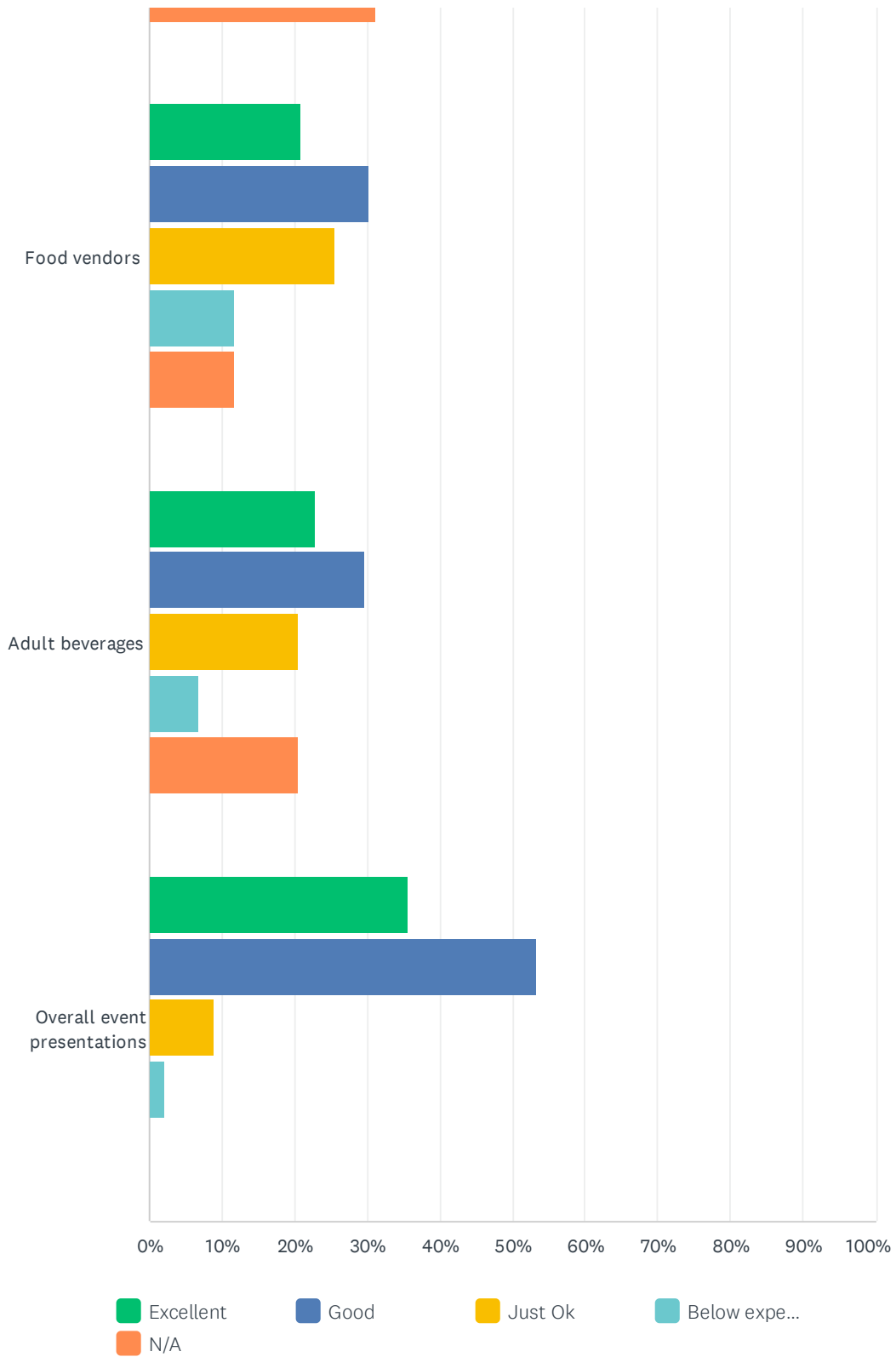
Answered: 45 Skipped: 5



Miracle on Main Street 2023



Miracle on Main Street 2023



Miracle on Main Street 2023

	EXCELLENT	GOOD	JUST OK	BELOW EXPECTATIONS	N/A	TOTAL	WEIGHTED AVERAGE
Day of the event	53.33% 24	33.33% 15	13.33% 6	0.00% 0	0.00% 0	45	1.60
Time of the event	51.11% 23	44.44% 20	4.44% 2	0.00% 0	0.00% 0	45	1.53
Length of the event	51.11% 23	40.00% 18	6.67% 3	2.22% 1	0.00% 0	45	1.60
DJ/Sound of performances	31.82% 14	50.00% 22	18.18% 8	0.00% 0	0.00% 0	44	1.86
Reindeer display	37.78% 17	37.78% 17	17.78% 8	4.44% 2	2.22% 1	45	1.89
Tractor ride	11.63% 5	18.60% 8	11.63% 5	2.33% 1	55.81% 24	43	2.11
Sleigh ride	15.91% 7	18.18% 8	15.91% 7	4.55% 2	45.45% 20	44	2.17
Photos with Santa	28.89% 13	24.44% 11	15.56% 7	0.00% 0	31.11% 14	45	1.81
Food vendors	20.93% 9	30.23% 13	25.58% 11	11.63% 5	11.63% 5	43	2.32
Adult beverages	22.73% 10	29.55% 13	20.45% 9	6.82% 3	20.45% 9	44	2.14
Overall event presentations	35.56% 16	53.33% 24	8.89% 4	2.22% 1	0.00% 0	45	1.78

Q3 Is there something that you enjoyed or valued the most about Miracle on Main Street?

Answered: 33 Skipped: 17

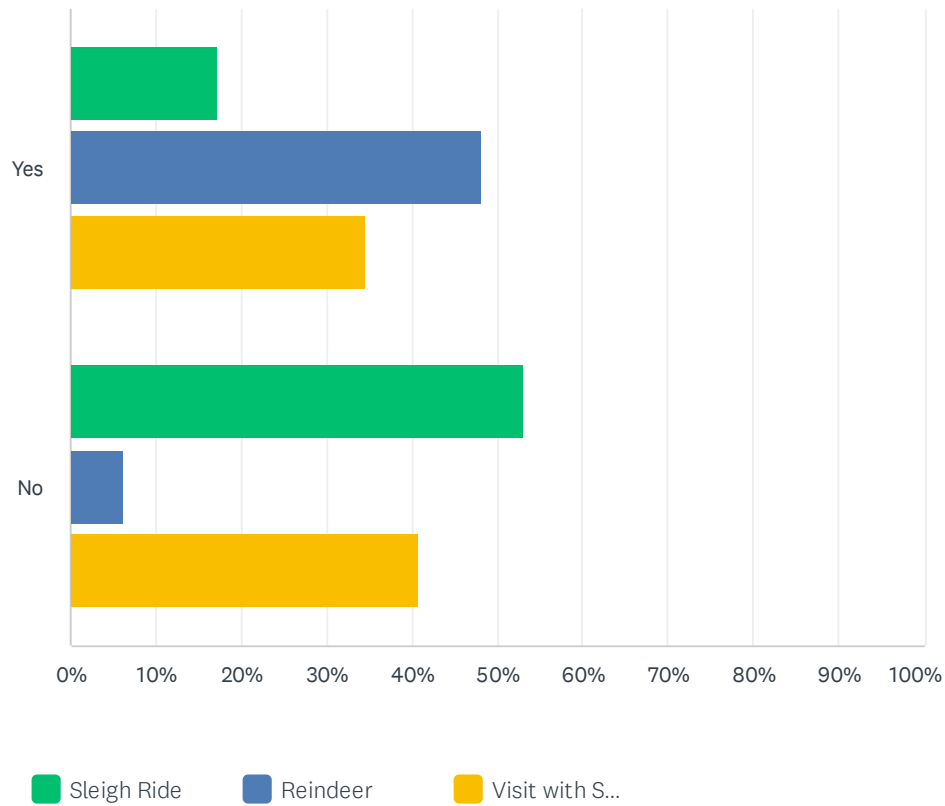
#	RESPONSES	DATE
1	Gleuwein! And seeing children in the community perform. Meeting up with friends like a winter rock the block.	12/13/2023 10:08 PM
2	All of it, great job!	12/11/2023 8:22 AM
3	the sense of community and that it was for families	12/10/2023 7:25 PM
4	Food and gathering	12/9/2023 9:29 PM
5	the joy of the families	12/9/2023 8:45 AM
6	The weather was great. The amount of people that came out was amazing. The variety of activities was good.	12/9/2023 8:43 AM
7	Terrific event - LZ did a GREAT job. Super impressive. !! Thank you ;-)	12/9/2023 3:10 AM
8	The craft tables and local business booths	12/8/2023 11:21 PM
9	The decorations and holiday feel	12/8/2023 9:37 PM
10	No	12/8/2023 8:54 PM
11	The warm weather this year 😊	12/8/2023 8:13 PM
12	The thought that goes into creating an event accessible to all ages!	12/8/2023 7:45 PM
13	The student choirs.	12/8/2023 4:08 PM
14	Love that the tree lighting portion is short and sweet. Music, a small speech and then Santa and the tree. Our kids wouldn't last past much more than that so that part is great.	12/8/2023 9:14 AM
15	Keeps getting better. Main Street, Breezewld and Kincaid/Oak streets are fantastic	12/8/2023 9:07 AM
16	i appreciate the free things in the season were people can be stressed about money this was a adorable thing to do that will leave lasting memories	12/8/2023 7:22 AM
17	It was the perfect night weather wise	12/7/2023 10:50 PM
18	The Santa was great and kids love the candy cane event	12/7/2023 8:33 PM
19	The performances and kid activities	12/7/2023 6:45 PM
20	Photos with Santa was great	12/7/2023 6:45 PM
21	children's attractions	12/7/2023 6:16 PM
22	I enjoyed the live entertainment and the tree lighting ceremony!	12/7/2023 4:55 PM
23	The neighborhood event in general was memorable. We plan to make this a tradition. Santa was the best, not because -- as I'm sure, the main reason many people go-- but the Santa you had was just great with all of the kids, super friendly and engaged.	12/7/2023 4:22 PM
24	Local	12/7/2023 11:44 AM
25	Great event along with the Lions Club Candy Cane Hunt	12/7/2023 10:04 AM
26	I appreciate the time it is held at; I also liked that the reindeers were moved off the street since it takes up so much room. I liked that there were games for kids and families to play.	12/7/2023 9:45 AM
27	Yes, it is always a pleasure talking with Bonnie C!	12/7/2023 8:58 AM

Miracle on Main Street 2023

28	Missed having the tractor ride	12/7/2023 8:51 AM
29	the whole atmosphere was so fun!	12/7/2023 8:47 AM
30	No	12/7/2023 8:35 AM
31	Christmas decoration, Santa, reindeer	12/7/2023 8:29 AM
32	The performances plus featured local vendors	12/7/2023 8:27 AM
33	High School Performances	12/7/2023 8:27 AM

Q4 Did you visit these activities?

Answered: 40 Skipped: 10



	SLEIGH RIDE	REINDEER	VISIT WITH SANTA	TOTAL	WEIGHTED AVERAGE
Yes	17.24% 5	48.28% 14	34.48% 10	29	3.00
No	53.13% 17	6.25% 2	40.63% 13	32	2.34

Q5 Do you have a suggestion for improving Miracle on Main Street?

Answered: 33 Skipped: 17

#	RESPONSES	DATE
1	More live music.	12/13/2023 10:08 PM
2	Improve parking. No where to park without walking at least a block.	12/11/2023 7:05 PM
3	Not at all, it gets better every year	12/11/2023 8:22 AM
4	Space it out like rock the block was very little room to walk	12/10/2023 7:25 PM
5	More food	12/9/2023 9:29 PM
6	think you've got it right	12/9/2023 8:45 AM
7	More advertising of the event and vendors that will be there. Online and social media ads are not enough. Separate church booths so they aren't in one cluster/area. Have more vendors serving hot chocolate. The line for the sleigh rides was insanely long. Not sure how to improve that other than adding more sleighs and maybe shorter rides?!?!?	12/9/2023 8:43 AM
8	Do it earlier 5:30 or so and more food options	12/8/2023 11:21 PM
9	Shorter line for sleigh ride, more crafts	12/8/2023 9:37 PM
10	Make it encompass all the restaurants and shops in downtown and let them enjoy some of the revenue too. Instead of bringing outside vendors	12/8/2023 8:54 PM
11	The candy cane hunt for the 7-older kids was 5 minutes earlier than advertised...I had one pretty disappointed kid. We got there at 3:40 and they were just finishing. It was advertised as 3:45.	12/8/2023 8:13 PM
12	Having Santa more visible for tree lighting. Less time on the mic before the countdown	12/8/2023 7:45 PM
13	More non food vendors, maybe highschool band.	12/8/2023 4:08 PM
14	Definitely needs more food vendors where families can come eat dinner type foods. Also a large eating area would encourage families to come for the whole time of the event if they can come eat dinner with the family there and have good options and a place to sit down and eat.	12/8/2023 9:14 AM
15	Keep making it better. Love the new tree and the the second tree. Lions tree decorations need a little help.	12/8/2023 9:07 AM
16	none	12/8/2023 7:22 AM
17	More sleighs	12/7/2023 10:50 PM
18	Maybe expanding farther down the street? It was very crowded :)	12/7/2023 9:09 PM
19	The horses look very malnourished, almost to the point it is sad. Last year we did a sleigh ride on the horse and carriage and the man driving had urinated himself and the horses we a bit depressing. Perhaps you could find a new vendor for that next year (granted I'm sure there's not a ton of options out there).	12/7/2023 8:33 PM
20	Making it longer with more activities and vendors. Maybe a craft fair, more food trucks, higher up stage to showcase the performances. Can always do a bigger tree too	12/7/2023 6:45 PM
21	Expand? It was VERY crowded	12/7/2023 6:45 PM
22	No comment	12/7/2023 4:55 PM
23	#4 did not allow me to select more than 1 as I saw all activities. My 2 complaints are: 1) the volunteers at the sleigh ride (specifically the 3 girls) chatted the entire time and allowed families to walk around the fenced line to board the sleigh. 2) the line for Santa unfortunately	12/7/2023 4:22 PM

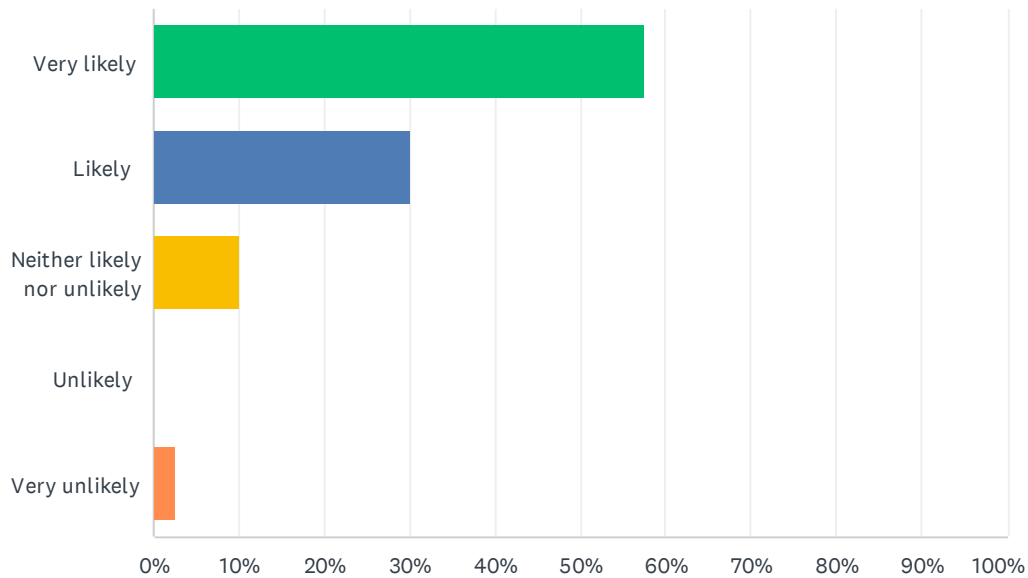
Miracle on Main Street 2023

got to close too the tents and I think interfered with possible sales including the Bake Sale tent that was adjacent to the tuffshed.

24	No alcohol - family friendly	12/7/2023 11:44 AM
25	No. Staff puts on fun time	12/7/2023 10:04 AM
26	Everything is so cramped and seems disorganized. It's the same way every year, I think fresh eyes are needed for planning this event. I don't know why more can't spread into Lions Park. The igloo was fun but terribly placed as it took up room for people to view the tree. The lines for the sleigh rides took up so much street space, maybe that should extend into the park instead?	12/7/2023 9:45 AM
27	More adult beverages	12/7/2023 8:58 AM
28	Please include tractor ride. Sleigh ride is cruel to horses	12/7/2023 8:51 AM
29	bigger/better display for the reindeer. It was so crowded to look at them this year and also their pen should be larger.	12/7/2023 8:47 AM
30	More food trucks and keeping the lines for Santa and the sleigh rides separate from one another. In years past, Santa was further away and that seemed to help the crowd flow.	12/7/2023 8:38 AM
31	No	12/7/2023 8:35 AM
32	More attractions for grown ups	12/7/2023 8:29 AM
33	Maybe a couple more food options	12/7/2023 8:27 AM

Q6 Based on your experience this year, will you attend next year's event?

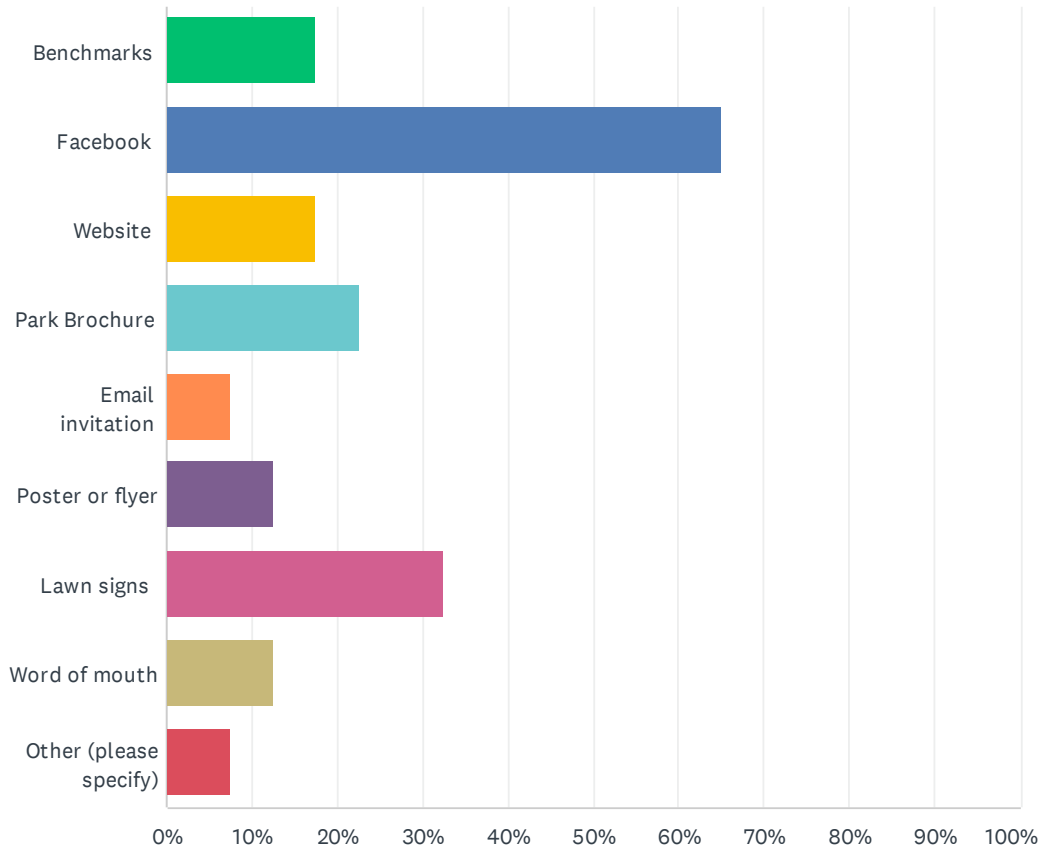
Answered: 40 Skipped: 10



ANSWER CHOICES	RESPONSES	
Very likely	57.50%	23
Likely	30.00%	12
Neither likely nor unlikely	10.00%	4
Unlikely	0.00%	0
Very unlikely	2.50%	1
Total Respondents: 40		

Q7 How did you hear about Miracle on Main Street? (please check all that apply)

Answered: 40 Skipped: 10



ANSWER CHOICES	RESPONSES	
Benchmarks	17.50%	7
Facebook	65.00%	26
Website	17.50%	7
Park Brochure	22.50%	9
Email invitation	7.50%	3
Poster or flyer	12.50%	5
Lawn signs	32.50%	13
Word of mouth	12.50%	5
Other (please specify)	7.50%	3
Total Respondents: 40		

#	OTHER (PLEASE SPECIFY)	DATE
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Miracle on Main Street 2023

1	Although some of the advertisements were inaccurate (ie candy cane hunt starting at 2pm!)	12/7/2023 4:22 PM
2	Have attended all after working the Candy Cane Hunt.	12/7/2023 10:04 AM
3	High School	12/7/2023 8:27 AM